

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method for displaying a message in conjunction with an advertisement on a World Wide Web page, comprising:
  - determining an advertisement to be displayed on a World Wide Web page;
  - determining a message to be displayed on said World Wide Web page, wherein said message is thematically related to said advertisement;
  - determining targeting criteria associated with said message;
  - receiving a request to serve said World Wide Web page;
  - serving said World Wide Web page;
  - serving said advertisement for display on said World Wide Web page;
  - tailoring said message page based, at least in part, on said targeting criteria; and
  - serving said tailored message for display on said World Wide Web page
2. The method of claim 1, further comprising:
  - storing personal information.
3. The method of claim 2, wherein said tailoring said message is based, at least in part, on said personal information.
4. The method of claim 1, further comprising:
  - receiving personal information.
5. The method of claim 4, wherein said tailoring said message is based, at least in part, on said personal information.
6. The method of claim 1, further comprising:
  - determining if said targeting information has been met.
7. The method of claim 1, wherein said serving said advertisement includes directing a request to serve said advertisement to an ad server.

- 1 8. The method of claim 1, further comprising:  
2 determining personal information prior to said serving said tailored message.
- 1 9. The method of claim 8, wherein said determining personal information includes  
2 retrieving a cookie containing personal information from a user device.
- 1 10. The method of claim 8, further comprising storing said personal information in a  
2 database and wherein said determining personal information includes retrieving said personal  
3 information from said database.
- 1 11. The method of claim 1, further comprising:  
2 setting a first time period.
- 1 12. The method of claim 11, wherein said serving said tailored message occurs at least said  
2 first time period after said serving said World Wide Web page.
- 1 13. The method of claim 11, wherein said serving said tailored message occurs at least said  
2 first time period after said serving said advertisement.
- 1 14. The method of claim 1, wherein said serving said messages includes causing said tailored  
2 message to be displayed on said World Wide Web page for at least a fixed period of time.
- 1 15. The method of claim 14, further comprising:  
2 determining said fixed period of time.
- 1 16. The method of claim 1, wherein said serving said tailored messages includes causing said  
2 tailored message to be displayed on said World Wide Web page for a fixed period of time.
- 1 17. The method of claim 1, further comprising:  
2 causing said tailored message to no longer be displayed on said World Wide Web  
3 page; and  
4 serving a second message.
- 1 18. The method of claim 1, further comprising:  
2 determining if said targeting criteria has been met prior to said serving said  
3 tailored message.
- 1 19. The method of claim 1, further comprising:

2 determining if said targeting criteria has been met prior to said serving said  
3 advertisement.

1 20. The method of claim 1, wherein said targeting criteria is based on at least one of the  
2 following:

3 gender information;  
4 age information;  
5 educational background information;  
6 income information;  
7 date of birth information;  
8 purchasing history information;  
9 occupation information;  
10 financial account information;  
11 credit card limit information;  
12 family information;  
13 navigational history information;  
14 user activity on said World Wide Web page;  
15 residence information; and  
16 preference information.

1 21. The method of claim 1, further comprising:  
2 determining external information.

1 22. The method of claim 21, wherein said tailoring said message is based, at least in part, on  
2 said external information.

1 23. The method of claim 21, wherein said external information includes at least one of the  
2 following:

3 date information; and  
4 time information.

1 24. The method of claim 1, wherein said World Wide Web page is arranged such that said

2 advertisement is displayed proximal to said tailored message.

1 25. The method of claim 1, wherein said World Wide Web page is arranged such that said  
2 tailored message is displayed within said advertisement.

1 26. The method of claim 1, further comprising:

2 changing a display attribute of at least a portion of said tailored message.

1 27. The method of claim 26, wherein said display attribute is one of the following:

2 font;

3 size;

4 color;

5 boldness; and

6 blink rate.

28. The method of claim 26, wherein said changing a display attribute includes causing at  
least a portion of said tailored message to blink.

29. The method of claim 1, further comprising:

associating code with said advertisement such that said serving said tailored message  
occurs automatically when said advertisement is served.

30. The method of claim 1, wherein said message and said advertisement are part of a rich  
media file.

31. A method for displaying a message in conjunction with an advertisement on a World  
Wide Web page, comprising:

3 determining an advertisement to be displayed on a World Wide Web page;

4 determining a plurality of messages associated with said advertisement wherein

5 each of said plurality of messages is thematically related to said advertisement;

6 determining targeting criteria associated with said plurality of messages;

7 determining personal information;

8 receiving a request to serve said World Wide Web page;

9 serving said World Wide Web page;

10 serving said advertisement for display on said World Wide Web page;  
11 selecting at least one of said plurality of messages based, at least in part, on said  
12 personal information and said targeting criteria; and  
13 serving said at least one of said plurality of messages for display on said World  
14 Wide Web page.

1 32. The method of claim 31, further comprising;  
2 determining personal information.

1 33. The method of claim 31, further comprising:  
2 tailoring said at least one of said plurality of messages based, at least in part, on  
3 said personal information prior to serving said at least one of said plurality of messages.

4 34. The method of claim 33, further comprising:  
5 storing said personal information prior to said determining personal information.

6 35. The method of claim 31, further comprising:  
7 tailoring said at least one of said plurality of messages prior to serving said at least  
8 one of said plurality of messages.

36. The method of claim 31, wherein said serving said advertisement includes directing a  
request to serve said advertisement to an ad server.

1 37. The method of claim 31, wherein said World Wide Web page is designed such that said  
2 advertisement is displayed proximal to said at least one of said plurality of messages.

1 38. A method for displaying a message in conjunction with an advertisement on a World  
2 Wide Web page, comprising:

3 determining an advertisement to be displayed on a World Wide Web page;  
4 determining a first message associated with said advertisement;  
5 determining a second message associated with said advertisement, wherein said  
6 second message is related to said advertisement's subject matter;  
7 determining targeting criteria associated with said second message;  
8 receiving a request to serve said World Wide Web page;

9 determining personal information;  
10 determining if said targeting criteria has been met based, at least in part, on said  
11 personal information;  
12 serving said World Wide Web page;  
13 serving said advertisement for display on said World Wide Web page; and  
14 serving said second message for display on World Wide Web page if said  
15 targeting criteria has been met.

1 39. The message of claim 38, further comprising:

2 serving said first message if said targeting criteria has not been met.

3 40. The method of claim 38, further comprising:

4 tailoring said second message based, at least in part, on said personal information,  
5 if said targeting criteria has been met

6 41. The method of claim 38, wherein said World Wide Web page is designed such that said  
7 advertisement is displayed proximal to said second message.

8 42. The method of claim 38, wherein said first message's subject matter is related to said  
9 advertisement's subject matter.

10 43. The method of claim 38, wherein said second message is associated with said  
11 advertisement by code that is run as a result of said advertisement being served.

12 44. The method of claim 38, wherein said second message and said advertisement are  
13 included in a rich media file.

14 45. A method for displaying a message in conjunction with an advertisement on a World  
15 Wide Web page, comprising:

1 determining an advertisement to be displayed on a World Wide Web page;

2 determining a message to be displayed on said World Wide Web page, wherein  
3 said message's subject matter is related to said advertisement's subject matter;

4 determining targeting criteria associated with said message;

5 receiving a request to serve said World Wide Web page;

8 serving said World Wide Web page;  
9 serving said advertisement for display on said World Wide Web page; and  
10 serving said message for display on said World Wide Web page if said targeting  
11 criteria has been met.

1 46. The method of claim 45, further comprising:  
2 serving a default message if said targeting criteria has not been met.

1 47. The method of claim 46, further comprising:  
2 determining said default message.

1 48. The method of claim 45, further comprising:  
2 determining if said targeting criteria has been met.

1 49. The method of claim 48, further comprising:  
2 determining personal information.

1 50. The method of claim 45, further comprising:  
2 tailoring said message based, at least in part, on said personal information, if said  
3 targeting criteria has been met

1 51. The method of claim 45, wherein said World Wide Web page is designed such that said  
2 advertisement is displayed proximal to said message.

1 52. The method of claim 45, wherein said message is associated with said advertisement such  
2 that said message is retrieved when said advertisement is served.

1 53. The method of claim 45, wherein said message is associated with said advertisement such  
2 that serving said advertisement causes said message to be served.

1 54. A method for displaying a message in conjunction with an advertisement on a World  
2 Wide Web page, comprising:

3 determining an advertisement to be displayed on a World Wide Web page;  
4 determining a message to be displayed on said World Wide Web page, said  
5 message being associated with said advertisement;  
6 determining targeting criteria associated with said message;

7 receiving a request to serve said World Wide Web page;  
8 serving said World Wide Web page;  
9 serving said advertisement for display on said World Wide Web page;  
10 serving said message for display on said World Wide Web page if said targeting  
11 criteria has been met; and  
12 causing said message to be displayed proximal to said advertisement on said  
13 World Wide Web page if said targeting criteria has been met.

1 55. The method of claim 54, wherein said message is thematically related to said  
2 advertisement.

3 56. A method for displaying a message in conjunction with an advertisement on a World  
4 Wide Web page, comprising:

5 determining an advertisement to be displayed on a World Wide Web page;  
6 determining a message to be displayed on said World Wide Web page, wherein  
7 said message is associated with said advertisement;  
8 receiving a request to serve said World Wide Web page;  
9 serving said World Wide Web page;  
10 serving said advertisement for display on said World Wide Web page;  
11 determining personal information;  
12 tailoring said message page based, at least in part, on said personal information;  
13 serving said tailored message for display on said World Wide Web page; and  
causing said tailored message to be displayed proximal to said advertisement on  
said World Wide Web page.

1 57. The method of claim 56, wherein said message is thematically related to said  
2 advertisement.

1 58. A method for displaying a message in conjunction with an advertisement on a World  
2 Wide Web page, wherein the advertisement and the World Wide Web page have been served,  
3 comprising:



4 determining targeting criteria associated with the advertisement;  
5 determining personal information;  
6 tailoring a message based on said personal information and said targeting criteria;  
7 and  
8 serving said tailored message for display on the World Wide Web page.

1 59. The method of claim 58, further comprising:  
2 causing said message to be displayed in proximity to said advertisement on said  
3 World Wide Web page.

1 60. The method of claim 58, wherein said tailored message is thematically related to the  
2 advertisement.

1 61. A computer readable medium, the computer readable medium comprising a rich media  
2 file that includes an advertisement to be displayed on a World Wide Web page and a tailorable  
3 message to be displayed on said World Wide Web page, wherein said rich media file is callable  
4 via an ad tag associated with said World Wide Web page.

1 62. The computer readable medium of claim 61, wherein said rich media file includes code  
2 controlling how said message is to be tailored.

1 63. A portion of computer software, comprising a rich media file that includes an  
2 advertisement to be displayed on a World Wide Web page, a tailorable message to be displayed  
3 on said World Wide Web page, and code for controlling how said message is to be tailored,  
4 wherein said rich media file is callable via an ad tag associated with HTML code for said World  
5 Wide Web page.

1 64. A computer readable medium, the computer readable medium comprising code for a  
2 World Wide Web page, wherein said code includes an ad tag that causes a call for a rich media  
3 file when said World Wide Web page is displayed on a user device, the rich media file including  
4 an advertisement to be displayed on said World Wide Web page and a tailorable message to be  
5 displayed on said World Wide Web page.

1 65. The computer readable medium of claim 64, wherein said rich media file includes code

2 controlling how said message is to be tailored.

1 66. A portion of computer software, comprising code for a World Wide Web page, wherein  
2 said code includes an ad tag that causes a call for a rich media file when said World Wide Web  
3 page is displayed on a user device, the rich media file including an advertisement to be displayed  
4 on said World Wide Web page, a tailorable message to be displayed on said World Wide Web  
5 page, and code controlling how said message is to be tailored.

1 67. A method for displaying an advertisement and a message on a World Wide Web page,  
2 comprising:

3 determining an advertisement to be displayed on a World Wide Web page;  
4 determining a tailorable message to be displayed on said World Wide Web page;  
5 preparing a rich media file that contains said advertisement, said message, and  
6 code governing how said message is to be tailored when said message is displayed on  
7 said World Wide Web page, wherein said World Wide Web page includes an ad tag  
8 directed to said rich media file; and  
9 serving said World Wide Web page in response to a request for said World Wide  
10 Web page.

1 68. The method of claim 67, wherein said message is thematically related to said  
2 advertisement.

1 69. The method of claim 67, wherein said World Wide Web page is arranged such that said  
2 advertisement is positioned proximal to said message when said advertisement and said message  
3 are displayed on said World Wide Web page.

1 70. The method of claim , further comprising:  
2 providing information necessary to tailor said message.

1 71. The method of claim 70, further comprising:  
2 retrieving said information.

1 72. A system for serving an advertisement, comprising:  
2 a memory;

3 a communication port; and  
4 a processor connected to said memory and said communication port, said  
5 processor being operative to:  
6 determine an advertisement to be displayed on a World Wide Web  
7 page;  
8 determine a message to be displayed on said World Wide Web  
9 page, wherein said message is associated with said advertisement;  
10 receive a request to serve said World Wide Web page;  
11 serve said World Wide Web page;  
12 serve said advertisement for display on said World Wide Web  
13 page;  
14 determine personal information;  
15 tailor said message page based, at least in part, on said personal  
16 information; and  
17 serve said tailored message for display on said World Wide Web  
18 page.

19 73. A computer readable medium for use in a server hosting a World Wide Web site, the  
2 computer readable medium storing a computer program comprising:

3 computer readable means for establishing an advertisement to be displayed on a  
4 World Wide Web page;  
5 computer readable means for establishing a message to be displayed on said  
6 World Wide Web page, wherein said message is associated with said advertisement;  
7 computer readable means for obtaining a request to serve said World Wide Web  
8 page;  
9 computer readable means for transmitting said World Wide Web page;  
10 computer readable means for transmitting said advertisement for display on said  
11 World Wide Web page;

12 computer readable means for retrieving personal information;  
13 computer readable means for customizing said message page based, at least in  
14 part, on said personal information; and  
15 computer readable means for transmitting said customized message for display on  
16 said World Wide Web page.

1 74. An apparatus for serving an advertisement, comprising:

2 means for establishing an advertisement to be displayed on a World Wide Web page;  
3 means for establishing a message to be displayed on said World Wide Web page,  
4 wherein said message is associated with said advertisement;  
5 means for obtaining a request to serve said World Wide Web page;  
6 means for transmitting said World Wide Web page;  
7 means for transmitting said advertisement for display on said World Wide Web  
8 page;  
9 means for retrieving personal information;  
10 means for customizing said message page based, at least in part, on said personal  
11 information; and  
12 means for transmitting said customized message for display on said World Wide  
13 Web page.

1 75. A system for displaying an advertisement and a message on a World Wide Web page,  
2 comprising:

3 a memory;  
4 a communication port; and  
5 a processor connected to said memory and said communication port, said processor  
6 being operative to:  
7 determine an advertisement to be displayed on a World Wide Web page;  
8 determine a tailorable message to be displayed on said World Wide Web  
9 page;

10                   prepare a rich media file that contains said advertisement, said message,  
11                   and code governing how said message is to be tailored when said message is  
12                   displayed on said World Wide Web page, wherein said World Wide Web page  
13                   includes an ad tag directed to said rich media file; and  
14                   serve said World Wide Web page in response to a request for said World  
15                   Wide Web page.

1   76.    A computer readable medium for use in a server hosting a World Wide Web site, the  
2   computer readable medium storing a computer program comprising:

3                   computer readable means for establishing an advertisement to be displayed on a  
4   World Wide Web page;

5                   computer readable means for establishing a tailorable message to be displayed on  
6   said World Wide Web page;

7                   computer readable means for creating a rich media file that contains said  
8   advertisement, said message, and code governing how said message is to be tailored when  
9   said message is displayed on said World Wide Web page, wherein said World Wide Web  
10   page includes an ad tag directed to said rich media file; and

11                  computer readable means for transmitting said World Wide Web page in response  
12   to a request for said World Wide Web page.

1   77.    An apparatus for serving an advertisement and a message associated with the  
2   advertisement, comprising:

3                   means for establishing an advertisement to be displayed on a World Wide Web  
4   page;

5                   means for establishing a tailorable message to be displayed on said World Wide  
6   Web page;

7                   means for creating a rich media file that contains said advertisement, said  
8   message, and code governing how said message is to be tailored when said message is  
9   displayed on said World Wide Web page, wherein said World Wide Web page includes

10 an ad tag directed to said rich media file; and  
11 means for transmitting said World Wide Web page in response to a request for  
12 said World Wide Web page.